
NCAA March Madness Live Delivers Record-Setting First Thursday for 2016 NCAA Tournament

Friday, March 18, 2016

First Thursday Generates 22.5 Million Live Video Streams & 4.9 Million Live Hours of Video Consumption

NCAA March Madness Live, managed by Turner Sports, **delivered 22.5 million live video streams** and **4.9 million live hours of video consumption**, both **all-time records for the first Thursday** of the NCAA Division I Men's Basketball Championship. This year's live video consumption is up 12% over 2015.

Thursday's live streaming coverage of **Duke vs. UNC Wilmington** netted **5.5 million live video streams**, an **all-time record** for an individual game during the NCAA Tournament.

Additionally, Thursday's NCAA Tournament coverage generated **1.6 million video views across official Facebook and Twitter social channels** for March Madness, **up 62%** over last year.

Source: Conviva